Market Survey of the

INDUSTRIA AVICOLA

AUDIENCE

Geographic Analysis of:

- Poultry Production Volume; Expansion Expectations
- Layer and Broiler Buying Considerations
- Health Problems; Control Practices
- Sources of Buying Information
- Poultry Processing Volume; Expansion Expectations
- Other Information

January 1988

Research Section of Watt Publishing Co.
Mount Morris, Illinois 61054
U.S.A.

Price $25.00

NOTE: The survey questionnaire at the back of this report can serve as a table of contents since the **question numbers** MATCH the numbers of the corresponding **answers** on pages 5 through 42.

Highlights are on pages 3 and 4.

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INDUSTRIA AVICOLA MARKET SURVEY

Purpose of Survey

The purpose of this 1987 survey of the INDUSTRIA AVICOLA audience was (1) to update the bulk of the market information collected in 1982-83, and permit measurements of intervening changes as a guide to the future, and (2) to answer new questions.

SURVEY METHOD

Sample Design: Every nth name was computer-drawn from the April 1987 INDUSTRIA AVICOLA BPA qualified circulation list of Egg Producers; Broiler Producers; Turkey Producers; Pullet Growers; Flock Supervisors; Servicemen; Nutritionists; Veterinarians; Hatcherymen/Foundation Breeders and Importers/Exporters of Hatching Eggs/Chicks; Feed Manufacturers, Dealers and Importers/Exporters of Feed or Feed Ingredients; Poultry Processors, Further Processors, Poultry Marketing Firms, Cold Stores, Chain Store Buyers, and Importers of Dressed Poultry; and Shell Egg Processors, Egg Products Manufacturers and Egg Marketing Firms. The value of n was such as to cover these lists and provide some 1,000 names. The list was arranged in country number sequence during the nth name extraction.

Sample Size:

	Combined Areas	South America	Mexico, Central America & Caribbean Islands
Number in mailing sample....	1,000	626	374
Number of usable returns....	627	405	222
Number of unusable returns (mostly second returns from same individual).....	19	14	5
Number of returns.....	646	419	227
Percent response.....	64.6%	66.9%	60.7%

Respondents replied without a tangible incentive, and, instead, furnished their own international airmail postage.

Questionnaire Design: The Spanish language questionnaire - at the back of this report - was designed to obtain the information felt most needed by the INDUSTRIA AVICOLA staff. The order, arrangement, and wording of the questions were guided by generally accepted mail survey technique.

Mailing Procedure: Computer-printed control cards containing the survey sample names and other information were numbered consecutively. Each questionnaire mailed was also numbered to match the number assigned the recipient on the control card.

The first mailing went out on March 11 1987. On March 18th a postal card reminder was sent to each person on the sample list.

A follow-up questionnaire was mailed on April 21st to all non-respondents. On May 5th a second postal card reminder went out to all non-respondents.

Tabulation and Report Writing: The survey returns were computer-tabulated by Analytical Computer Service Inc., Chicago. The Watt Publishing Co. Research Section wrote this report.

INDUSTRIA AVICOLA Market Survey

HIGHLIGHTS

1. At survey time - around April 1987 - 50% of the poultry producers* each had an average of about 77,500 layers (excluding broiler breeder layers) - up from the 69,000 earlier reported for late 1982. 14% of the producers each had an average of about 110,000 broiler breeder layers - up from 1982's earlier reported 49,000. And 54% of the producers each raised an average of about 1,365,000 broilers in the twelve months ended around April 1987 - up from 1982's 886,000. (pages 8-10)

2. Out of 11 listed buying considerations in the selection of laying hens, the most important one was disease resistance cited by 72% of producers with layers or pullets - up from 68% and third place in 1982. And out of 17 listed buying considerations in the selection of a broiler, the one mentioned most often - by 84% of the broiler producers - was broiler feed conversion, followed by disease resistance of broilers - 60%, and broiler growth rate - 46% - up from the earlier reported 29%. (pages 14,15)

3. The percent of producers who manufacture their own feed using individual ingredients grew to 40% from the earlier reported 31%, while the percent that buy complete feed decreased from 56% to 51%. (page 16)

4. 86% of the producers used anticoccidial agents on their poultry in the preceding twelve months - up from the earlier reported 78%. Of this large majority, 60% used two or more different anticoccidial agents; and of this group 33% used three or more different anticoccidials. (page 18)

5. 92% of all the producers ranked an average of 3.37 poultry health problems that were important to them in the preceding twelve months, ranging from an average of 3.14 health problems in South America to 3.55 in the rest of Latin America. The most serious disease, and the one ranked at all by the largest percent - 58% - of all producers was Chronic respiratory disease, followed by Coccidiosis - 44%, Newcastle - 41% ranging from 32% in South America to 56% elsewhere, and 36% each for Coryza and Bronchitis. (pages 25-27)

*Defined at foot of page 8.

6. In answer to the question "Do you expect to build additional poultry housing in the next two years?" 73% of all the producers said "Yes," - up from 71% earlier reported for 1982, and 67% for 1978. Among prospective builders, the largest percent - 54% - plan to use some or all of the additional housing for broilers, followed by layers - 50%, pullet raising - 17%, and turkeys - 7%. (page 32)

7. The percent of all broiler producers who transport live broilers to the processing plant only in plastic crates or coops leaped from 12% as reported in 1975 to 26% in 1978, to 51% in 1982, and to 67% in 1987. (page 33)

8. Of 11 listed sources of information that readers used in 1987 in deciding to buy any particular animal health product, chick or poult, or equipment, Magazines were cited fourth most often for chicks or poults, second most often for poultry health products, and most often for equipment. (page 34)

9. Examples of poultry meat processing equipment rapidly gaining in use are (1) live poultry crate or coop washing equipment used by 47% of the processors - up from 33% earlier reported for 1982, and (2) further processing equipment used by 13% of the processors - up from 5%. Considerations of growing importance in buying needed equipment or machinery for poultry processing plants are (1) capacity of equipment or machinery mentioned by the largest percent of poultry processors - 58% - up from 1982's 39%, (2) capability of being operated manually and automatically - 31% - up from 22%, and (3) availability of maintenance service - 41% - up from 31%. (page 37)

10. A majority - 63% - of the poultry processors reported that they expect to add to their poultry processing facilities in the subsequent two years. Of this group, (1) 54% plan to build a new poultry processing plant, or enlarge existing plant area, (2) 40% plan to install additional automated processing equipment. (3) 32% expect to increase the number of processing lines - up from 16% reported in 1982, and (4) 31% expect to begin or enlarge further processing operations - up from 16%. (page 40)

INDUSTRIA AVICOLA MARKET SURVEY

DETAILED FINDINGS

1. READERS'** POULTRY BUSINESS ACTIVITIES

	Combined Areas	South America	Mexico, Central America & Caribbean Islands
Respondents..	614	400	214
Percent of readers reporting:			
Producer of table eggs (for eating)...	42%	45%	37%
Producer of started pullets (for use by others).....	9%	9%	9%
Layer breeder or layer hatching egg producer.....	12%	13%	9%
(Any of above).....	(50%)	(54%)	(44%)
Producer of broilers (for eating).....	55%	54%	57%
Broiler breeder or broiler hatching egg producer.....	8%	9%	6%
Producer of turkeys (for eating).....	4%	5%	2%
Turkey breeder or turkey hatching egg producer.....	1%	1%	*
Duck producer or breeder.....	3%	5%	1%
(Any of above).....	(85%)	(86%)	(84%)
Hatchery manager.....	14%	16%	8%
Feed manufacturer.....	25%	27%	22%
Shell egg processor.....	1%	1%	*
Egg breaker or manufacturer of egg products.....	1%	1%	1%
Poultry meat processor.....	12%	13%	11%
Poultry meat further processor.....	3%	3%	4%
(Either or both of above).....	(13%)	(13%)	(12%)
Other, written-in:			
Veterinarian.....	3%	3%	3%
Consultant; technical, veterinary...	2%	1%	3%
Feed distributor.....	1%	1%	1%
Poultry health product manufacturer.	1%	1%	*
Egg distributor.....	1%	1%	*
Miscellaneous (mentioned fewer than four times each).....	6%	7%	4%
Other, not specified.....	2%	2%	2%
(TOTAL).....	(206%)	(218%)	(181%)

*Less than 0.5%.

**"Readers" refers to that portion of the April 1987 Industria Avicola BPA qualified circulation list classified as Egg Producers; Broiler Producers; Turkey Producers; Pullet Growers; Flock Supervisors; Servicemen; Nutritionists; Veterinarians; Hatcherymen/Foundation Breeders and Importers/Exporters of Hatching Eggs/Chicks; Feed Manufacturers, Dealers and Importers/Exporters of Feed or Feed Ingredients; Poultry Processors, Further Processors, Poultry Marketing Firms, Cold Stores, Chain Store Buyers, and Importers of Dressed Poultry; and Shell Egg Processors, Egg Products Manufacturers and Egg Marketing Firms. The total circulation from which the survey sample was drawn numbered approximately 14,391, geographically broken out as follows: South America - 9,426; Mexico, Central America & Caribbean Islands - 4,965.

2. "What is your job title?"

	Combined Areas	South America	Mexico, Central America & Caribbean Islands
Respondents..	622	403	219
Percent of readers reporting:			
Owner	54%	57%	48%
General Manager	12%	13%	10%
Farm Manager	7%	7%	6%
Veterinarian	28%	23%	38%
Nutritionist	8%	9%	7%
Processing Plant Manager	2%	2%	3%
Other, written-in:			
Animal Technologist	3%	3%	2%
Sales Manager	2%	1%	3%
Consultant	1%	*	3%
Production Manager	1%	1%	-
Agricultural Expert	1%	1%	-
Professor	1%	1%	*
Sales Representative	1%	1%	-
Miscellaneous (mentioned fewer than four times each)	7%	7%	8%
Other, not specified	2%	5%	1%

*Less than 0.5%.

3. "Do you share your copy of INDUSTRIA AVICOLA with anyone else?"

	Combined Areas	South America	Mexico, Central America & Caribbean Islands
Respondents..	612	396	216
Percent of readers who share their copy of INDUSTRIA AVICOL	76%	75%	77%

(a) Number of Others Sharing Readers' Copies of INDUSTRIA AVICOLA

Respondents..	449	287	162
Among readers who share their copy of INDUSTRIA AVICOLA, percent sharing it with . . .			
6 or more other people..	19%	18%	21%
4 or 5 other people.....	25%	25%	24%
3 other people.....	21%	21%	23%
2 other people.....	25%	25%	25%
1 other person.....	10%	11%	7%
Among readers who share their copy of INDUSTRIA AVICOLA, average number of pass-along readers per copy.....	4.8	4.8	4.8
Among all readers, average number of pass-along readers per copy.....	3.6	3.6	3.7

4. "If you have a poultry hatchery, how many hatching eggs can your incubator(s) hold at one time?"

	Combined Areas	South America	Mexico, Central America & Caribbean Islands
Respondents..	83	65	18**
Percent of hatcherymen reporting:			
2,000,000 or more hatching eggs.....	5%	6%	-
500,000 - 1,999,999 hatching eggs...	23%	26%	11%
100,000 - 499,999 hatching eggs.....	31%	29%	39%
25,000 - 99,999 hatching eggs.....	20%	19%	28%
Under 25,000 hatching eggs.....	21%	20%	22%
Average* hatching egg capacity per hatcheryman.....	492,700	578,100	184,200
Median hatching egg capacity per hatcheryman.....	140,000	140,000	133,500

*Arithmetic average.
**Percentages and averages of this base should be viewed with more than usual caution.

5. TYPES OF POULTRY PRODUCED

Respondents..	496	330	166
Percent of producers** reporting:			
Now have laying hens (table egg or layer breeder) or laying pullets..	50%	53%	45%
Raised pullet chicks in last twelve months.....	27%	29%	22%
Raised broilers in last twelve months.....	54%	51%	60%
Raised broiler breeders in last twelve months.....	14%	17%	8%
Raised turkeys in last twelve months.....	3%	4%	2%
Raised ducks in last twelve months..	2%	3%	1%

**"Producers" refers to readers who raise or keep poultry. Producers in the study numbered approximately as follows: Combined Areas - 12,277; South America - 8,106; Mexico, Central America & Caribbean Islands - 4,171.

6. POULTRY PRODUCTION VOLUME

Total Number Of LAYING HENS (Table Egg Or Layer Breeder) And/Or LAYING PULLETS On The Farm Now

	Combined Areas	South America	Mexico, Central America & Caribbean Islands
Respondents..	242	173	69
Among producers who have egg type layers, percent reporting:			
100,000 or more egg type layers.....	19%	19%	17%
20,000 - 99,999 egg type layers.....	33%	32%	36%
5,000 - 19,999 egg type layers.....	33%	34%	31%
Under 5,000 egg type layers.....	15%	15%	16%
Average egg type layer inventory, per producer having any.....	77,500	85,300	56,700
Median egg type layer inventory, per producer having any.....	20,000	20,000	20,000

Total Number Of BROILER BREEDER Laying Hens And/Or Laying Pullets On The Farm Now

Respondents..	59	48	11*
Among producers who have broiler breeder layers, percent reporting:			
100,000 or more broiler breeder layers.....	32%	35%	18%
50,000 - 99,999 broiler breeder layers.....	22%	19%	36%
20,000 - 49,999 broiler breeder layers.....	24%	27%	9%
Under 20,000 broiler breeder layers..	22%	19%	37%
Average inventory of broiler breeder layers, per producer having any.....	110,000	118,000	74,800
Median inventory of broiler breeder layers, per producer having any.....	50,000	55,000	50,000

*Percentages and averages of this base should be viewed with more than usual caution.

6. (cont.)

Total Number Of PULLET Chicks Raised In The Preceding Twelve Months

	Combined Areas	South America	Mexico, Central America & Caribbean Islands
Respondents..	117	89	27
Among producers who raised pullet chicks, percent reporting:			
100,000 or more pullet chicks.....	22%	19%	33%
20,000 - 99,999 pullet chicks.....	33%	37%	18%
5,000 - 19,999 pullet chicks.....	34%	35%	30%
Under 5,000 pullet chicks.....	11%	9%	19%
Average number of pullet chicks raised, per producer raising any.....	70,400	65,500	86,700
Median number of pullet chicks raised, per producer raising any.....	20,000	21,000	20,000

Total Number Of BROILERS Raised In The Preceding Twelve Months

Respondents..	256	163	93
Among producers who raised broilers, percent reporting:			
500,000 or more broilers.....	26%	28%	22%
100,000 - 499,999 broilers.....	27%	23%	32%
20,000 - 99,999 broilers.....	28%	30%	27%
Under 20,000 broilers.....	19%	19%	19%
Average number of broilers raised, per producer raising any.....	1,365,000	1,629,000	902,000
Median number of broilers raised, per producer raising any.....	100,000	100,000	104,000

6. (cont.)

Total Number Of TURKEYS Raised In The Preceding Twelve Months

Combined Areas

Respondents.. 15*

Among producers who raised turkeys, percent reporting:

100,000 or more turkeys..... 20%

5,000 - 99,999 turkeys..... 40%

Under 5,000 turkeys..... 40%

Average number of turkeys raised, per producer raising any..... 72,000

Median number of turkeys raised, per producer raising any..... 5,000

Total Number Of DUCKS Raised In The Preceding Twelve Months

Respondents.. 10*

Among producers who raised ducks, percent reporting:

10,000 or more ducks..... 40%

2,000 - 9,999 ducks..... 30%

Under 2,000 ducks..... 30%

Average number of ducks raised, per producer raising any..... 13,000

Median number of ducks raised, per producer raising any..... 3,500

*Percentages and averages of this base should be viewed with more than usual caution.

7. "If you have any layers . . ."

(a) "Are they white egg layers, or brown egg layers?"

	Combined Areas	South America	Mexico, Central America & Caribbean Islands
Respondents..	242	169	73
Among readers who have layers, percent reporting:			
White egg layers only....	33%	28%	47%
Brown egg layers only....	36%	39%	27%
Have both kinds of layers.	31%	34%	26%

7. (cont.)

(b) "About how many are . . ."

"White egg layers?"

	Combined Areas	South America	Mexico, Central America & Caribbean Islands
Respondents..	144	93	51
Among producers who have white egg layers, percent reporting:			
100,000 or more white egg layers.....	19%	18%	21%
20,000 - 99,999 white egg layers.....	32%	29%	37%
6,000 - 19,999 white egg layers.....	24%	25%	22%
Under 6,000 white egg layers..	25%	28%	20%
Average number of white egg layers, per producer having any.....	81,700	91,800	63,300
Median number of white egg layers, per producer having any.....	20,000	15,000	29,000

"Brown egg layers?"

Respondents..	155	119	36
Among producers who have brown egg layers, percent reporting:			
100,000 or more brown egg layers.....	15%	16%	14%
20,000 - 99,999 brown egg layers.....	30%	29%	30%
5,000 - 19,999 brown egg layers.....	34%	36%	25%
Under 5,000 brown egg layers..	21%	19%	31%
Average number of brown egg layers, per producer having any.....	52,100	56,700	37,000
Median number of brown egg layers, per producer having any.....	15,000	15,000	12,000

8. "Which of the following buying considerations are most important in your selection of laying hens?"

	Combined Areas	South America	Mexico, Central America & Caribbean Islands
Respondents..	280	190	90
Among producers who have layers, or raise pullet chicks, percent reporting:			
Livability.....	48%	49%	44%
Early maturity.....	24%	21%	31%
Feed efficiency.....	66%	66%	67%
Disease resistance.....	72%	69%	78%
Number of eggs.....	65%	69%	57%
Egg size.....	40%	44%	30%
Egg shell color.....	18%	20%	12%
Shell strength.....	18%	14%	24%
Interior egg quality.....	13%	11%	18%
Day old chick price.....	8%	7%	9%
Breeder technical service..	11%	13%	7%
Other.....	4%	4%	3%

9. "Which of the following buying considerations are most important to you in the selection of a broiler?"

	Combined Areas	South America	Mexico, Central America & Caribbean Islands
Respondents..	315	201	114
Percent of broiler producers reporting:			
Parent breeder egg production....	12%	15%	8%
Male parent breeder fertility....	9%	12%	4%
Parent breeder hatchability.....	7%	9%	3%
Parent breeder livability.....	6%	7%	5%
Parent breeder feed conversion...	23%	27%	17%
Broiler conformation.....	38%	37%	39%
Broiler feather color.....	3%	3%	4%
Body size of male breeder.....	8%	8%	9%
Body size of female breeder.....	3%	2%	4%
Self sexing.....	10%	12%	7%
Broiler feed conversion.....	84%	85%	82%
Broiler growth rate.....	46%	45%	47%
Broiler livability.....	37%	35%	41%
Disease resistance of broilers...	60%	55%	69%
Price of broiler chicks.....	19%	18%	21%
Price of parent chicks.....	1%	1%	2%
Breeder technical service.....	9%	7%	11%
Other.....	3%	3%	4%

9. (cont.)

(a) "If you maintain a broiler breeder flock, do the male and the female originate from the same breeder company, or from different breeder companies?"

	Combined Areas	South America	Mexico, Central America & Caribbean Islands
Respondents..	148	101	47
Among producers who maintain a broiler breeder flock, percent reporting:			
Male and female from same company only.....	77%	76%	79%
Male and female from different companies only.....	4%	5%	2%
We do some of both.....	19%	19%	19%
Other.....	3%	3%	2%

10. "Which of the following sources of poultry feed do you use?"

Respondents..	474	310	164
Percent of producers reporting:			
Manufacture my own feed using individual ingredients.....	40%	46%	27%
Manufacture my own feed from purchased premix(es).....	11%	11%	11%
Blend commercial supplement with grain.....	10%	9%	12%
(Any of above).....	(54%)	(57%)	(46%)
Buy complete feed.....	51%	46%	60%
Other.....	4%	4%	4%

11. "How is feed delivered to your farm?"

	Combined Areas	South America	Mexico, Central America & Caribbean Islands
Respondents..	440	288	152
Percent of producers reporting:			
In bulk...	44%	41%	50%
In bags...	63%	67%	55%
Other.....	2%	2%	3%

12. "If you make any of your own poultry feed, what type(s) of equipment do you use?"

Respondents..	272	191	81
Among producers who make any of their own poultry feed, percent reporting:			
Hammermill.....	79%	83%	70%
Batch mixer.....	58%	60%	53%
Pellet mill.....	22%	23%	21%
Premixer.....	38%	40%	32%
Molasses blender..	16%	13%	23%
Fat applicator....	15%	16%	11%
Extruder.....	4%	3%	5%
Computer.....	20%	19%	22%
Grain roaster.....	5%	6%	4%
Grain dryer.....	16%	17%	14%
Feed storage.....	45%	42%	52%
(Any of the above).	(93%)	(96%)	(88%)

13. "Did you use any anticoccidial agent on your poultry in the last twelve months?"

	Combined Areas	South America	Mexico, Central America & Caribbean Islands
Respondents..	420	282	138
Percent of producers answering "Yes"..	86%	87%	86%

(a) "If 'yes,' did you use two or more DIFFERENT anticoccidial agents in the last twelve months?"

Respondents..	331	230	101
Percent of poultry anti-coccidial-using producers who answered "Yes".....	60%	61%	57%

(1) "If 'yes,' how many DIFFERENT anticoccidial agents?"

Respondents..	195	138	57
Among producers who used two or more poultry anticoccidial agents in the preceding 12 months, percent who used . . .			
Two anticoccidial agents...	67%	69%	61%
Three anticoccidial agents	28%	27%	30%
Four anticoccidial agents..	4%	3%	5%
Five or more anticoccidial agents.....	1%	1%	4%

14. "For which of the following poultry diseases are vaccines available in your country, and which diseases do you try to control with a regular vaccination program?"

VACCINE(S) AVAILABLE

	Combined Areas	South America	Mexico, Central America & Caribbean Islands
Respondents..	454	300	154
Percent of producers who report that vaccines are available in their country against . . .			
Avian Encephalomyelitis.....	39%	44%	29%
Bronchitis.....	79%	79%	79%
Cholera.....	41%	37%	50%
Coccidiosis.....	28%	28%	28%
Coryza.....	57%	56%	58%
EDS '76 (Egg Drop Syndrome)..	23%	31%	8%
Fowl Pox.....	78%	76%	82%
Gumboro.....	64%	65%	62%
Laryngotracheitis.....	36%	35%	39%
Marek's.....	79%	80%	77%
Mycoplasma Galliscepticum....	28%	30%	23%
Mycoplasma Synoviae.....	15%	13%	19%
Newcastle.....	96%	96%	96%
Viral arthritis.....	17%	20%	12%
Other.....	4%	4%	5%

14. (cont.)

WE VACCINATE AGAINST

	Combined Areas	South America	Mexico, Central America & Caribbean Islands
Respondents..	407	271	136
Percent of producers who report that they vaccinate against . . .			
Avian Encephalomyelitis.....	19%	23%	11%
Bronchitis.....	62%	60%	65%
Cholera.....	16%	12%	24%
Coccidiosis.....	16%	15%	20%
Coryza.....	31%	29%	36%
EDS '76 (Egg Drop Syndrome)...	13%	17%	4%
Fowl Pox.....	64%	63%	67%
Gumboro.....	50%	52%	46%
Laryngotracheitis.....	16%	15%	18%
Marek's.....	55%	59%	48%
Mycoplasma Galliscepticum.....	6%	6%	5%
Mycoplasma Synoviae.....	2%	3%	1%
Newcastle.....	96%	96%	96%
Viral arthritis.....	7%	8%	5%
Other.....	3%	3%	1%

15. "If you vaccinate against Marek's, please mark the type(s) of vaccine(s) you use."

	Combined Areas	South America	Mexico, Central America & Caribbean Islands
Respondents..	248	176	72
Among producers who vaccinate against Marek's, percent reporting:			
Frozen (in nitrogen) cell-associated.....	39%	41%	33%
Lyophilized cell-free.....	24%	23%	26%
SB-1.....	18%	20%	13%
Other.....	5%	6%	1%
Do not know.....	24%	22%	31%

16. "Do you prefer to use single shot vaccine products, or combination products?"

Respondents..	440	291	149
Among producers who use poultry vaccines, percent reporting:			
Single.....	53%	50%	59%
Combination.....	26%	29%	21%
No preference...	19%	21%	15%
Don't know.....	4%	3%	6%

17. "How many TIMES do you vaccinate against Bronchitis and Newcastle during the life of the bird?"

Vaccinate vs. BROILER BRONCHITIS

	Combined Areas	South America	Mexico, Central America & Caribbean Islands
Respondents..	306	199	107
Among broiler producers who use poultry vaccines, percent reporting:			
Never.....	40%	45%	32%
One time.....	37%	34%	41%
Two times.....	19%	17%	21%
Three or more times....	4%	4%	6%

Vaccinate vs. BROILER NEWCASTLE

Respondents..	306	199	107
Among broiler producers who use poultry vaccines, percent reporting:			
Never.....	3%	2%	4%
One time.....	29%	34%	20%
Two times.....	55%	54%	56%
Three or more times....	13%	10%	20%

17. (cont.)

Vaccinate vs. LAYER BRONCHITIS

	Combined Areas	South America	Mexico, Central America & Caribbean Islands
Respondents..	249	184	65
Among egg producers who use poultry vaccines, percent reporting:			
Never.....	19%	18%	22%
One time.....	10%	14%	1%
Two times.....	33%	27%	48%
Three or more times....	38%	41%	29%

Vaccinate vs. LAYER NEWCASTLE

Respondents..	249	184	65
Among egg producers who use poultry vaccines, percent reporting:			
Never.....	5%	6%	3%
One or two times.....	19%	20%	18%
Three times.....	19%	20%	17%
Four times.....	22%	24%	14%
Five times.....	12%	13%	9%
Six or more times.....	23%	17%	39%

18. "Which method of vaccination do you prefer?"

	Combined Areas	South America	Mexico, Central America & Caribbean Islands
Respondents..	469	311	158
Among producers who use poultry vaccines, percent reporting:			
Spray.....	13%	11%	16%
Water.....	43%	46%	39%
Eye drop.....	68%	66%	72%
Hatchery mass spray..	2%	2%	1%
Other.....	7%	7%	8%
No preference.....	5%	5%	6%
Don't know.....	1%	1%	1%

19. RANKING OF POULTRY HEALTH PROBLEMS IMPORTANT TO PRODUCERS IN THE PRECEDING TWELVE MONTHS: COMBINED AREAS

Percent of (436 reporting) producers citing serious poultry health problems... 92%

	Among (401 reporting) Producers Who Reported Poultry Health Problems, Percent Assigning A Rank** Of . . .												
	1	2	3	4	5	6	7	8	9	10	11	12	Any Rank
Ascites (water belly)....	9%	8%	3%	2%	1%	-	1%	*	*	*	-	*	26%
Bronchitis.....	9%	11%	6%	4%	2%	2%	1%	*	-	*	-	-	36%
Cholera.....	3%	4%	2%	1%	1%	1%	1%	*	*	*	*	-	15%
Chronic respiratory disease (CRD, Air Sac, Or PPLO)	31%	16%	6%	3%	1%	*	*	-	*	-	-	-	58%
Coccidiosis.....	9%	15%	9%	5%	2%	2%	*	1%	*	*	-	-	44%
Coryza.....	9%	11%	5%	5%	2%	2%	1%	*	-	-	-	*	36%
EDS '76 (Egg Drop Syndrome).....	1%	2%	*	-	-	*	*	*	-	*	-	*	6%
Gumboro (Infectious Bursal Disease).....	5%	6%	3%	2%	2%	1%	1%	*	*	-	-	-	21%
Marek's.....	5%	7%	3%	2%	2%	*	1%	1%	*	-	-	-	22%
MG.....	1%	1%	1%	*	1%	1%	*	-	-	-	*	-	6%
Mycotoxicosis (Aflatoxin)	3%	5%	4%	2%	1%	2%	1%	1%	-	-	*	-	19%
Newcastle.....	13%	12%	8%	3%	2%	1%	1%	*	*	-	*	-	41%
Other.....	2%	2%	1%	1%	*	*	-	-	-	-	-	-	7%
													337%

Average number of poultry health problems ranked, per producer ranking any..... 3.37

*Less than 0.5%.

**A rank of "1" indicates the most serious problem; "12" is the least serious.

19. RANKING OF POULTRY HEALTH PROBLEMS IMPORTANT TO PRODUCERS IN THE PRECEDING TWELVE MONTHS: SOUTH AMERICA

Percent of (288 reporting) producers citing serious poultry health problems... 90%

	Among (260 reporting) Producers Who Reported Poultry Health Problems, Percent Assigning A Rank Of . . .												
	1	2	3	4	5	6	7	8	9	10	11	12	Any Rank
Ascites (water belly)....	7%	6%	3%	1%	1%	-	*	*	-	*	-	*	20%
Bronchitis.....	11%	10%	3%	3%	1%	2%	1%	*	-	*	-	-	32%
Cholera.....	2%	4%	2%	1%	1%	1%	1%	-	*	*	-	-	13%
Chronic respiratory disease (CRD, Air Sac, Or PPLO)	31%	15%	6%	2%	1%	*	-	-	*	-	-	-	56%
Coccidiosis.....	10%	16%	9%	6%	2%	1%	*	*	*	-	-	-	45%
Coryza.....	11%	9%	3%	4%	1%	2%	1%	*	-	-	-	-	31%
EDS '76 (Egg Drop Syndrome).....	1%	2%	*	-	-	*	-	1%	-	1%	-	-	6%
Gumboro (Infectious Bursal Disease).....	5%	6%	3%	2%	3%	1%	*	*	1%	-	-	-	22%
Marek's.....	5%	7%	3%	2%	1%	*	1%	*	*	-	-	-	20%
MG.....	2%	2%	2%	*	1%	1%	*	-	-	-	*	-	9%
Mycotoxicosis (Aflatoxin)	4%	5%	5%	2%	*	2%	1%	1%	-	-	*	-	21%
Newcastle.....	9%	9%	7%	2%	1%	1%	1%	1%	*	-	1%	-	32%
Other.....	2%	2%	1%	1%	*	*	-	-	-	-	-	-	7%
													314%

Average number of poultry health problems ranked, per producer ranking any..... 3.14

*Less than 0.5%.

19. RANKING OF POULTRY HEALTH PROBLEMS IMPORTANT TO PRODUCERS IN THE PRECEDING TWELVE MONTHS: MEXICO, CENTRAL AMERICA & CARIBBEAN ISLANDS

Percent of (148 reporting) producers citing serious poultry health problems... 95%

	Among (141 reporting) Producers Who Reported Poultry Health Problems, Percent Assigning A Rank Of . . .												
	1	2	3	4	5	6	7	8	9	10	11	12	Any Rank
Ascites (water belly)....	11%	10%	2%	3%	2%	-	1%	1%	1%	-	-	-	31%
Bronchitis.....	8%	11%	9%	5%	3%	1%	1%	1%	-	1%	-	-	40%
Cholera.....	4%	4%	1%	1%	1%	1%	1%	1%	-	1%	1%	-	16%
Chronic respiratory disease (CRD, Air Sac, Or PPLO)	30%	16%	8%	7%	1%	1%	1%	-	1%	-	-	-	65%
Coccidiosis.....	9%	13%	9%	5%	3%	3%	-	1%	-	1%	-	-	44%
Coryza.....	7%	13%	7%	5%	2%	1%	1%	-	-	-	-	1%	37%
EDS '76 (Egg Drop Syndrome).....	1%	3%	-	-	-	-	1%	-	-	-	-	1%	6%
Gumboro (Infectious Bursal Disease).....	3%	4%	3%	3%	1%	3%	1%	1%	-	-	-	-	19%
Marek's.....	3%	6%	2%	2%	2%	-	1%	1%	1%	-	-	-	18%
MG.....	-	1%	1%	-	1%	1%	1%	-	-	-	1%	-	6%
Mycotoxicosis (Aflatoxin)	2%	4%	2%	1%	2%	1%	1%	1%	-	-	-	-	14%
Newcastle.....	21%	14%	11%	4%	4%	1%	-	-	1%	-	-	-	56%
Other.....	1%	1%	-	1%	-	-	-	-	-	-	-	-	3%
													355%

Average number of poultry health problems ranked, per producer ranking any..... 3.55

20. "Who selects the particular brand(s) or manufacturer(s) of the poultry vaccine(s) and other health products that you use?"

	Combined Areas	South America	Mexico, Central America & Caribbean Islands
Respondents..	483	320	163
Percent of producer reporting:			
Poultry owner.....	37%	37%	37%
General manager.....	6%	7%	5%
Poultry farm manager...	5%	5%	5%
Veterinarian.....	68%	68%	67%
Hatchery manager.....	*	1%	-
Other.....	4%	4%	4%

*Less than 0.5%.

21. "If you have layers and/or raise pullets, how do you house them?"

LAYERS			
Respondents..	266	182	84
Among producers who have layers, percent reporting:			
Cages or batteries.....	51%	51%	50%
All slat or wire floors.....	5%	6%	2%
Litter floor.....	47%	45%	51%
Combination slat and litter floor..	5%	5%	2%
Other.....	1%	1%	-
PULLETS			
Respondents..	171	124	47
Among producers who raise pullets, percent reporting:			
Cages or batteries.....	26%	27%	23%
All slat or wire floors.....	5%	6%	2%
Litter floor.....	72%	69%	79%
Combination slat and litter floor..	8%	10%	4%
Other.....	1%	1%	-

21. (cont.)

(a) "If you use cages or batteries, which type(s) do you have?"

LAYERS

	Combined Areas	South America	Mexico, Central America & Caribbean Islands
Respondents..	142	98	44
Among producers who house layers in cages or batteries, percent reporting:			
Flat-deck (colony) cages.....	16%	16%	16%
Stair-step tiered cages:			
2 decks.....	70%	69%	70%
3 decks.....	16%	13%	23%
4 or more decks.....	5%	5%	5%
Stacked cages (stacked flush):			
2 decks.....	16%	15%	18%
3 decks.....	1%	-	5%
4 or more decks.....	1%	1%	2%
Other.....	-	-	-

PULLETS

Respondents..	51	35	16
Among producers who raise pullets in cages or batteries, percent reporting:			
Flat-deck (colony) cages.....	41%	46%	31%
Stair-step tiered cages:			
2 decks.....	35%	29%	50%
3 decks.....	4%	3%	6%
4 or more decks.....	14%	11%	19%
Stacked cages (stacked flush):			
2 decks.....	12%	14%	6%
3 decks.....	6%	3%	13%
4 or more decks.....	-	-	-
Other.....	-	-	-

22. "If you have layers, or grow broilers, which of the following types of feeding equipment do you use for them?"

LAYERS

	Combined Areas	South America	Mexico, Central America & Caribbean Islands
Respondents..	278	190	88
Among producers with layers, percent reporting:			
Chain feeder.....	19%	18%	22%
Pan system.....	12%	12%	11%
Transport hopper system...	14%	16%	9%
Manual fill feeders.....	74%	73%	77%
Other.....	1%	1%	1%

BROILERS

Respondents..	274	181	93
Percent of broiler growers reporting:			
Chain feeder.....	21%	22%	20%
Pan system.....	13%	14%	12%
Transport hopper system...	9%	12%	5%
Manual fill feeders.....	78%	77%	82%
Other.....	1%	2%	-

23. "When the temperature rises above 35°C, how do you cool your poultry flock(s)?"

	Combined Areas	South America	Mexico, Central America & Caribbean Islands
Respondents..	464	305	159
Percent of producers reporting:			
Evaporative cooler(s).....	3%	5%	1%
Fan(s).....	10%	9%	14%
Spray fogger(s).....	9%	11%	6%
Heat is not a problem here.....	50%	47%	55%
Heat is a problem, but we do not try to cool our flock(s).....	21%	21%	20%
Other, written-in:			
Roof (or ceiling) fans.....	2%	3%	-
Curtains, manage curtains.....	2%	2%	2%
Spray roof (with water).....	1%	1%	1%
Trees, tree shade.....	1%	1%	1%
Miscellaneous (mentioned once each)	1%	*	3%
Other, not specified.....	8%	7%	8%

*Less than 0.5%.

24. OTHER TYPES OF FARM EQUIPMENT USED

Respondents..	458	308	150
Percent of producers reporting:			
Stand-by electric generator.....	31%	36%	22%
Manure purifying or oxidizing system.	3%	4%	3%
Air washer/cleaner.....	4%	3%	5%
Incinerator.....	26%	26%	27%
Farm tractor.....	38%	42%	29%
Front end loader (tractor-mounted or self-propelled)	7%	7%	8%
Motor truck.....	48%	47%	50%
(Any of the above).....(75%)		(79%)	(68%)

25. "Do you expect to build additional poultry housing in the next two years?"

	Combined [illegible]s	South America	Mexico, Central America & Caribbean Islands
Respondents..	467	309	158
Percent of producers answering "Yes"..	73%	77%	65%
If "yes," . . .			
(a) "For which type(s) of poultry?"			
Respondents..	333	233	100
Among producers who plan to build additional housing, percent reporting:			
For layers.....	50%	51%	47%
For pullet raising.....	17%	19%	12%
For broilers.....	54%	53%	58%
For turkeys.....	7%	7%	6%
Other.....	4%	4%	2%

25. (cont.)

(b) "Who makes the decision to build additional housing, and who selects equipment for the house?"

MAKES DECISION TO BUILD

	Combined Areas	South America	Mexico, Central America & Caribbean Islands
Respondents..	407	274	133
Percent of producers reporting:			
Company or farm owner....	83%	84%	81%
Poultry farm manager.....	14%	15%	12%
Veterinarian.....	19%	18%	23%
Other.....	3%	5%	-

SELECTS EQUIPMENT

Respondents..	298	203	95
Percent of producers reporting:			
Company or farm owner....	62%	62%	64%
Poultry farm manager.....	22%	22%	23%
Veterinarian.....	35%	34%	37%
Other.....	4%	5%	-

26. "If you produce broilers, are the live broilers transported to the processing plant in plastic, or wooden, crates or coops?"

Respondents..	323	207	116
Percent of broiler producers reporting:			
Plastic only.....	67%	66%	68%
Wooden only.....	9%	11%	6%
Use both types...	15%	13%	19%
Other.....	9%	10%	7%

27. "To whom do you look for reliable information before you decide whether you will buy any particular animal health product, chick or poult, or equipment?"

	Combined Areas			South America			Mexico, Central America & Caribbean Islands		
	Percent of readers reporting for . . .								
	Poultry Health Products	Chicks or Poults	Equipment	Poultry Health Products	Chicks or Poults	Equipment	Poultry Health Products	Chicks or Poults	Equipment
Respondents..	457	311	324	307	212	219	150	99	105
Manufacturer's or breeding firm's salesman...	14%	21%	22%	13%	20%	21%	16%	23%	23%
Magazines.....	35%	23%	52%	34%	22%	52%	39%	23%	51%
Other poultrymen.....	23%	27%	32%	21%	28%	34%	26%	25%	29%
College or research station.....	18%	14%	10%	17%	13%	11%	19%	17%	8%
Feed supplier.....	3%	2%	1%	2%	2%	*	5%	3%	2%
Serviceman.....	6%	5%	10%	5%	5%	8%	10%	5%	12%
Chick or poult hatchery.	2%	16%	2%	1%	13%	1%	3%	23%	4%
Health product supplier other than manufacturer.....	7%	4%	2%	6%	2%	-	10%	7%	8%
Veterinarian.....	72%	42%	25%	75%	42%	26%	66%	41%	24%
Personal trial results..	29%	30%	24%	27%	29%	26%	32%	31%	20%
Trade fairs or exhibitions.....	8%	7%	23%	9%	8%	21%	6%	5%	26%
Other.....	1%	1%	2%	1%	1%	1%	2%	1%	2%
(Any of above).....(99%)	(97%)	(98%)	(98%)	(97%)	(97%)	(99%)	(99%)	(98%)	

*Less than 0.5%.

28. "Do you grade eggs?"

	Combined Areas	South America	Mexico, Central America & Caribbean Islands
Respondents..	333	226	107
Percent of readers who grade eggs.....	42%	46%	35%
(a) "Do you grade eggs by hand, or mechanically?"			
Respondents..	252	180	72
Percent of egg graders reporting:			
By hand only.....	58%	54%	70%
Mechanically only.....	24%	28%	12%
Grade both ways.....	18%	18%	18%
(Any mechanical grading)....(42%)		(46%)	(30%)
Other.....	*	-	1%
(b) "About how many eggs do you grade per WEEK?"			
Respondents..	200	145	55
Percent of shell egg graders reporting:			
500,000 or more eggs....	16%	16%	13%
100,000 - 499,999 eggs..	33%	38%	20%
25,000 - 99,999 eggs....	29%	27%	36%
Under 25,000 eggs.....	22%	19%	31%
Average number of eggs graded per week, per grader.....	291,300	328,400	193,500
Median number of eggs graded per week, per grader.....	90,000	100,000	46,000

*Less than 0.5%.

28. (cont.)

(c) "If you grade eggs mechanically or automatically, what is the total capacity PER HOUR of your grading equipment?"

	Combined Areas	South America	Mexico, Central America & Caribbean Islands
Respondents..	115	89	26
Among readers who grade eggs mechanically, percent reporting:			
28,000 or more eggs/hour...	10%	11%	8%
14,000 - 27,999 eggs/hour..	6%	5%	11%
10,000 - 13,999 eggs/hour..	15%	16%	12%
4,000 - 9,999 eggs/hour....	26%	29%	15%
Under 4,000 eggs/hour.....	43%	39%	54%

29. "If you process poultry, what type(s) do you process?"

Respondents..	181	115	66
Percent of poultry processors reporting:			
Broilers.....	89%	90%	86%
Turkeys.....	4%	6%	2%
Culled layers....	23%	20%	29%
Other.....	3%	3%	2%

30. TYPES OF EQUIPMENT USED IN READERS' POULTRY MEAT PROCESSING

	Combined Areas	South America	Mexico, Central America & Caribbean Islands
Respondents..	216	132	84
Percent of poultry processors reporting:			
Ice making machine.....	29%	33%	23%
Eviscerating equipment.....	29%	35%	20%
Feather picking machine.....	60%	64%	55%
Refrigeration equipment.....	57%	64%	46%
Freezing equipment.....	44%	48%	37%
Poultry by-product equipment.....	21%	26%	13%
Processing-water purification equipment.....	24%	29%	17%
Further processing equipment.....	13%	13%	14%
Live poultry crate or coop washing equipment.....	47%	47%	48%
(Any of the above).....	(79%)	(84%)	(71%)

31. "Which of the following considerations are most important to you in buying needed equipment or machinery for your poultry processing plant?"

Respondents..	212	136	76
Percent of poultry processors reporting:			
Capacity of equipment or machinery..	58%	67%	42%
Price.....	55%	56%	53%
Durability.....	50%	49%	54%
Number of people it will replace....	25%	26%	24%
Capability of being operated manually and automatically.....	31%	32%	29%
Availability of spare parts.....	37%	30%	49%
Availability of maintenance service.	41%	45%	34%

32. "If you process broilers . . ."

(a) "About how many broilers did your plant process in the last twelve months?"

	Combined Areas	South America	Mexico, Central America & Caribbean Islands
Respondents..	123	83	40
Percent of broiler processors reporting:			
5,000,000 or more broilers...	15%	18%	8%
500,000 - 4,999,999 broilers.	30%	30%	30%
50,000 - 499,999 broilers....	32%	35%	25%
Under 50,000 broilers.....	23%	17%	37%
Average number of broilers processed in the preceding twelve months, per broiler processor.....	2,075,000	2,546,000	1,100,000
Median number of broilers processed in the preceding twelve months, per broiler processor.....	300,000	400,000	120,000

(b) "About how many can your plant process per HOUR?"

Respondents..	110	76	34
Percent of broiler processors reporting:			
4,000 or more broilers/hour..	18%	20%	15%
2,000 - 3,999 broilers/hour..	19%	21%	15%
200 - 1,999 broilers/hour....	34%	34%	32%
Under 200 broilers/hour.....	29%	25%	38%
Average number of broilers processed per hour, per broiler processor.....	1,750	1,870	1,490
Median number of broilers processed per hour, per broiler processor.....	500	1,000	325

32. (cont.)

(c)(1) Weighted* Average Percent Of Readers' Processed Broilers That Are Shipped WHOLE; Shipped CUT-UP

	Combined Areas	South America	Mexico, Central America & Caribbean Islands
Respondents..	115	76	39
Weighted average percent of broiler processors' broilers that are shipped . . .			
Whole.....	67%	69%	59%
Cut-up....	33%	31%	41%

(2) Weighted* Average Percent Of Readers' Processed Broilers That Are Shipped FROZEN; Shipped FRESH Chilled Or Ice Pack

Respondents..	92	63	29
Weighted average percent of broiler processors' broilers that are shipped . . .			
Frozen.....	45%	46%	37%
Fresh chilled or ice pack..	55%	54%	63%

*Weighted by the number of broilers processed annually as reported in 32(a).

33. "Do you expect to add to your poultry processing facilities in the next two years?"

	Combined Areas	South America	Mexico, Central America & Caribbean Islands
Respondents..	180	121	59
Percent of poultry processors answering "Yes".....	63%	65%	59%
(a) "If 'yes,' in what way(s)?"			
Respondents..	106	75	31
Among readers planning to add to their poultry processing facilities, percent reporting:			
Install additional automated processing equipment.....	40%	39%	42%
Increase number of processing lines.....	32%	29%	39%
Begin or enlarge further processing operation.....	31%	28%	39%
Build new poultry processing plant, or enlarge existing plant area.....	54%	57%	45%
Other.....	10%	12%	6%

34. "Do you regularly receive any INTERNATIONAL poultry or feed magazines OTHER than Industria Avicola?"

	Combined Areas	South America	Mexico, Central America & Caribbean Islands
Respondents..	486	328	158
Percent of readers answering "Yes"....	44%	46%	41%

(a) "If 'yes,' which poultry and/or feed magazine(s) published OUTSIDE your country do you receive regularly?"

Respondents..	205	145	61
Among readers who receive poultry and/or feed-related international magazines other than Industria Avicola, percent reporting:			
Avicultura Industrial.....	26%	27%	23%
Avicultura Profesional.....	51%	57%	39%
Feed International.....	43%	46%	36%
Feedstuffs.....	23%	24%	21%
Poultry (Misset).....	13%	14%	10%
World Poultry.....	24%	26%	20%
Other, written-in:			
Poultry Science.....	2%	3%	2%
Avian Diseases.....	2%	2%	2%
Miscellaneous (mentioned fewer than four times each).....	13%	10%	18%
Other, not specified.....	1%	2%	1%

35. "Are you or your company engaged in the commercial production of any crops or livestock OTHER than poultry?"

	Combined Areas	South America	Mexico, Central America & Caribbean Islands
Respondents..	495	325	170
Percent of readers answering "Yes"....	68%	68%	68%

(a) "If 'yes,' what agricultural products other than poultry do you produce?"

Respondents..	398	258	140
Among readers who produce commercial crops or livestock other than poultry, percent reporting:			
Beef cattle.....	42%	40%	45%
Dairy cattle.....	37%	36%	40%
Swine.....	60%	59%	61%
Coffee.....	11%	12%	10%
Fruits and/or vegetables...	21%	24%	16%
Other, written-in:			
Corn.....	5%	5%	- 3%
Sorghum.....	3%	3%	2%
"Grains".....	2%	3%	1%
Soybeans.....	2%	2%	-
Sugar cane.....	1%	1%	1%
Alfalfa.....	1%	1%	1%
Miscellaneous (mentioned fewer than four times each).....	11%	12%	9%
Other, not specified.....	2%	2%	2%

CARTA DEL EDITOR

Información Confidencial
Para contribuir al mejoramiento de INDUSTRIA AVICOLA

La información confidencial que le de suministrar usted con la presente, me es sumamente importante para determinar la manera en que podría hacerle a usted más útiles todavía las ediciones futuras de INDUSTRIA AVICOLA.

Bob Tuten, Editor

Comience usted aqui

Pase a la página 2

9. Cuáles de las siguientes consideraciones de compra son más importantes en su selección de asaderos? (por favor no marque más de cuatro características)

13. Usó Ud. algún agente anticoccidial en sus aves en los últimos 12 meses?

☐ Si ☐ No

(a) Si ... (a)... usó Ud. dos o más agentes anticoccidiales **diferentes** en los últimos 12 meses?

☐ Si ☐ No

(b) Si ... (b)... cuántos agentes anticoccidiales **diferentes**?

☐ Dos
☐ Tres
☐ Cuatro
☐ Cinco o más

Marque su respuesta en una o más de l

...casillas provistas para cada pregunta

18. Cuál método de vacunar prefiere Ud.? (por favor indique)

- ☐ Rociar
- ☐ Agua
- ☐ Gotas en los ojos
- ☐ Rociar la incubadora en nacio
- ☐ Otro (por favor especifique)

_____

- ☐ No tengo preferencia
- ☐ No sé

22. Si Ud. tiene ponedoras, o cría pollos asaderos, qué clase del siguiente equipo para la alimentación usa? (por favor indique)

	Ponedoras	Pollos asaderos
Comederos de canaleta	☐	☐
Sistema de bandejas	☐	☐
Sistema de transporte en tolva	☐	☐
Comederos llenados manualmente	☐	☐
Otro	☐	☐

19. Por favor clasifique por orden de importancia los problemas de salud aviar escribiendo "1" junto al que más afecta, "2" al segundo en importancia, etc., para todos los problemas importantes para Ud. en su rebaño de reemplazo.

- ____ Aves no crecen bien
- ____ Infecciones
- ____ Diarrea
- ____ Enfermedades respiratorias (Bronquitis, Neumonía, Aire sacculitis)
- ____ Parásitos
- ____ Coccidia
- ____ E.C.S. '96 (Síndrome de la caída de postura)
- ____ Tumores (Linfomatosis, Leucosis)
- ____ Micosis
- ____ Otros
- ____ Mortalidad (Mortandad)
- ____ Ninguno
- ____ Otro (por favor especifique)
- ____ Otro (por favor especifique)

23. Cuando la temperatura aumenta a más de 35 C, cómo responde a esto para minimizar el estrés? (por favor indique)

- Ventilación (cortinas/ventanas)
- Aire acondicionado
- Otra respuesta
- No considero un problema para
- No considero un problema, pero no
- [illegible] de reducir el
- [illegible] problema
- Otro

20. Quién seleccionó el equipo para la granja? (por favor indique cuántos)

- Propietario/Gerente de granja
- Ingeniero de granja
- Vendedor de equipo
- Otro (por favor especifique)

24. Cuando se [illegible] nuevos edificios o [illegible] existentes, cuáles de los siguientes factores son los más importantes? (por favor indique)

- Costo de construcción
- Costo de operación
- Facilidad de limpieza
- Facilidad de mantenimiento
- Otro (por favor especifique)

21. Si Ud. tiene gallinas ponedoras, qué clase de jaulas usa? (por favor indique)

- Jaulas o baterías
- Paso trasero de cadena
- Paso de comedero
- Paso combinado de cadena/comedero
- Otro (por favor especifique)

_____

(a) Si Ud. usa jaulas o baterías, cuál clase usa? (por favor indique)

	Primera fila	Segunda fila
Jaulas tipo piramidales	☐	☐
Jaulas escalonadas		
2 pisos	☐	☐
3 pisos	☐	☐
4 o más pisos	☐	☐
Jaulas empalmadas (empaladas para arriba)		
2 pisos	☐	☐
3 pisos	☐	☐
4 o más pisos	☐	☐
Otro (por favor especifique)	☐	☐

_____

25. Cuando [illegible] nuevos edificios o [illegible] existentes, cuáles de los siguientes factores son los más importantes? (por favor indique todos los correspondientes)

	Hace la decisión	Selecciona para construir	el equipo
Yo mismo/a	☐	☐	☐
Un miembro de mi familia	☐	☐	☐
Vendedor	☐	☐	☐
Otro	☐	☐	☐

26. Si Ud. produce pollos asaderos, son transportados los pollos vivos a su planta procesadora en jaulas o gallineros de **plástico** o **madera?** (Por favor indique)

- ☐ Plástico solamente
- ☐ Madera solamente
- ☐ De los dos tipos
- ☐ Otro

Sírvase pasar a la ultima página

Ruégole devolverme este folleto, aun si solo ha llenado el mismo parcialmente.

27. A quién consulta Ud. para obtener información confiable antes de decidir la compra de cualquier producto para la salud animal, pollitos o pollos en particular? (por favor indique)

	Productos para la salud animal	Pollitos	Equipo
Agente de ventas del mayorista, minorista o de la firma creadora			
Revistas			
Otros avicultores			
Colegio o estación de investigación			
Suministrador de pollos			
Visitador de servicio			
Incubadora de pollitos			
Abastecedor de productos para la salud sin ser uno de los anteriores			
Veterinario			
Resultados de pruebas periódicas			
Ferias de intercambio, exhibiciones			
Otro (por favor especifique)			
Ninguno			

28. Clasifica Ud. [illegible] No
Si "sí"
(a) Clasifica Ud. [illegible]
(por favor indique)

(b) Cuántos [illegible] **semana?**

(c) El cumplir [illegible] **hora** [illegible]
favor indique)

29. Si Ud. [illegible]

Si Ud. no [illegible] pregunta 30

30. Por favor indique [illegible] su negocio de [illegible]

- Maquinaria para [illegible]
- Equipo [illegible]
- Maquinaria [illegible]
- Equipo de [illegible]
- Equipo [illegible]
- Equipo para [illegible]
- Equipo [illegible]
- Equipo de [illegible]
- Equipo [illegible]
- Ninguno de los mencionados

31. Cuáles de las siguientes características son de más importancia para Ud. en la compra de equipo o maquinaria necesario para su planta procesadora de aves? (por favor no marque más de tres)

- Capacidad del equipo o maquinaria
- Precio
- Durabilidad
- Número de personas que sustituirá
- Posibilidad de ser operado manual y automáticamente
- Disponibilidad de refacciones
- Disponibilidad de servicio de mantenimiento
- Ninguno de los mencionados

(la continuación en la columna próxima)

32. [illegible] procesa pollos anteriormente

(a) Cuántos [illegible] doce meses? _____ aprox.)

(b) [illegible] hora? _____ (aprox.)

(c) Qué porcentaje de sus ventas proyectadas son:
Envío de **enteros** (no en trozos) ____%
Envío de **fraccionados** ____%
100%

(d) Envía [illegible] ____%
Envía [illegible] ____%
100%

[illegible] para el procesamiento de [illegible]

[illegible] No

[illegible] procesamiento adicionales

[illegible] de procesamiento

[illegible] de procesamiento

[illegible] de aves, o

[illegible]

[illegible] **internacionales** de [illegible] **aparte** [illegible] Avícola? (no incluya re-

[illegible] patrocinadas fuera [illegible] (por favor indique todas las

[illegible]

[illegible] especifique)

[illegible] **aparte** [illegible] Sí ☐ No ☐

[illegible] parte de la avícola pro-

- Carne(s) de [illegible]
- Carne(s) lechera
- Pollitos
- Café
- Frutas y/o legumbres
- Otro (por favor especifique)

MUCHAS GRACIAS! Gracias por habernos devuelto sin demora este folleto. La quedamos reconocidos por su lealtad hacia INDUSTRIA AVICOLA. Sin duda alguna esta información nos ayudará a hacerla todavía más interesante para usted.

Bob Tuten, Editor

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